

Newsline Extra features time-sensitive information about State Library programs and current news of interest to the Missouri library community.

State Library debuts new online directory

The Missouri State Library proudly announces its new online library directory, available starting Wednesday, June 16. Named MOLLI (for Missouri Online Library List), the database will offer a new and improved way to search for information on Missouri libraries via the Web.

The database allows the public to search for libraries by name, institution, county, city, and type of library, such as public, academic, special, or school. Address and contact information, including e-mail and Web sites, is available for all types of libraries. In addition, for public libraries, users can find the hours of operation, names of the library director and branch managers, legislative districts in which the library and its branches are located, and the state legislators for those districts.

Other features offered by this new service include the ability to sort search results by library type or name, send e-mail to a library or library director, and export a list of libraries found to a file.

Two planned updates will give individual libraries the ability to update their own directory information and give the public the ability to search for specific library services, such as bookmobiles, children's programs, or videoconferencing facilities. The "services" search screen currently displays but is not yet functional.

MOLLI represents a big step forward in the level and quality of service to Missouri's library users. Please give it a try (<http://www.sos.mo.gov/library/libdir.asp>) and let us know how you like this new service. Feedback and inquiries may be sent to Carl Wingo at carl.wingo@sos.mo.gov.

MOSL marketing manual distributed to libraries

Over the next few days, librarians across the state will receive a 96-page marketing manual, published by the State Library. The manual is an outgrowth of the Library's statewide marketing campaign.

The manual contains sections on planning for effective marketing, public relations, targeting audiences, demographics, working with the media, event planning, design, community partnerships, fundraising, and advocacy.

A series of print ads, in both electronic and print form, were included with the manual. The ads incorporate the statewide slogan, "Missouri Libraries: your lifetime connection," with quotations about the importance of libraries throughout an individual's life. Libraries can use the ads to promote their services in the community.

The manuals were placed in today's mail, and were sent to public, academic, special, and school libraries across the state. A PDF version of the manual will soon be available on the State Library Web site. For more information, please contact Holly Dentner, 800-325-0131, ext. 8, or by e-mail to holly.dentner@sos.mo.gov.

Waiting list only for institute tech & basic courses

The deadline to register for the 2004 Summer Institute is Friday, July 16, 2004. The basic library skills and technology skills classes are full. Individuals registering for either of these classes will be placed on a waiting list and notified by July 20 if cancellations create openings allowing their participation. Registrations are still being accepted for the two advanced skills classes, Organizing Library Material and Library Administration and Management.

The institute will be held August 3–6, 2004, at the Best Western Inn in Columbia. Registration for the Summer Institute is available online at <http://www.sos.mo.gov/library/development/summerinstitute2004/>.

For more information, contact Nancee Dahms-Stinson at 800-325-0131, ext. 5, or by e-mail at nancee.dahms-stinson@sos.mo.gov.

Adaptive telephone equipment information available

The state of Missouri offers free adaptive telephone equipment to provide access to basic voice telephone calling (both sending and receiving) for individuals with all types of disabilities. Those who have trouble using the phone due to a hearing loss or other disability may qualify to receive a free adaptive telephone through the TAP for Telephone program. Eligible applicants must:

- be residents of the state of Missouri
- have telephone service in their homes
- have a certified disability that prevents them from accessing or effectively using basic telephone service with standard telephone equipment
- have an annual adjusted income not exceeding \$60,000 for an individual or an individual plus a second exemption.

Packets of information about this program are available for display in public libraries. If you are interested in receiving a packet, please contact Gay Jones, Coordinator, TAP for Telephone, 800-647-8557 (voice), 800-647-8558 (TTY), or e-mail at gayjones@swbell.net.

Protecting books and records from construction dust

Many libraries face the daunting task of protecting their materials during construction or renovation phases. Containing construction dust is critical when libraries don't have the space or capabilities to move their collections from the construction area.

A recent discussion on an ALA listerv mentioned a resource that may assist libraries with temporary barriers to protect from construction dust. A company called Zipwall offers a temporary barrier system that is readily available in most areas of the state. To see more about the product, visit <http://www.zipwall.com/>.

To be placed on the e-mail list to receive *Newsline Extra* or to unsubscribe, contact the Missouri State Library at 800-325-0131, ext. 8, or e-mail holly.dentner@sos.mo.gov.

Newsline Extra will be archived for six months on the State Library's Web site at http://www.sos.mo.gov/library/newsline_extra/.

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